

IN THE CLAIMS

1 (Currently Amended). A system for secure and private on-line shopping comprising, in combination:

a store housing a plurality of computers, the store functioning as an on-line shopping store where individuals can order merchandise and have the merchandise delivered to the store for pick-up, one can enter a delivery location for the merchandise on one of the plurality of computers if delivery is not to the store;

an on-line shopping store server coupled to the plurality of computers of the on-line shopping store for hosting an on-line shopping store web site;

at least one home computer coupled to the on-line shopping store server for accessing on-line retailers from a remote location;

an on-line store shopping card for purchasing items from on-line retailers by individuals using the plurality of computers at the store and remotely at the at least one home computer, wherein the on-line store shopping card is a pre-paid card having an assigned monetary value, individuals using the on-line store shopping card being able to return the on-line store shopping card for cash on unused credit after shopping at the store; and

an on-line store shopping card server coupled to the on-line shopping store server for verifying authenticity and monetary value

of the on-line store shopping card, for crediting and debiting the monetary value of the on-line store shopping card, and for transferring payments to and from a user of the on-line store shopping card and the on-line retailers.

2 (Cancelled).

3 (Original). A system for secure and private on-line shopping in accordance with Claim 2 further comprising an outside server coupled to the on-line shopping store server and the on-line shopping card server for accessing web sites that are not located on the on-line shopping store server.

4 (Original). A system for secure and private on-line shopping in accordance with Claim 1 wherein the on-line retailers are formed into a single network of sites and are hosted on the on-line shopping store server.

5 (Original). A system for secure and private on-line shopping in accordance with Claim 1 wherein the on-line shopping server host a home web page having hyperlinks to the on-line retailers.

6 (Original). A system for secure and private on-line shopping in accordance with Claim 1 wherein the on-line shopping card has an identification number which is used when purchasing goods from the on-line retailers.

7 (Original). A system for secure and private on-line shopping in accordance with Claim 6 wherein the identification number is located on the on-line shopping card.

8 (Original). A system for secure and private on-line shopping in accordance with Claim 7 wherein the identification number located on the on-line shopping card is covered with a removable opaque adhesive tape.

9 (Original). A system for secure and private on-line shopping in accordance with Claim 6 wherein the identification number is located on a piece of paper attached to the on-line shopping card.

10 (Original). A system for secure and private on-line shopping in accordance with Claim 1 wherein the on-line shopping card is a programmable on-line shopping card.

11 (Cancelled) .

12 (Cancelled) .

13 (Cancelled) .

14 (Cancelled)

15 (Cancelled) .

16 (Cancelled) .

17 (Currently Amended). A method for making secure and private on-line purchases comprising the steps of:

providing a store housing a plurality of computers, the store functioning as an on-line shopping store where individuals can order merchandise and have the merchandise delivered to the store for pick-up;

providing at least one home computer for ordering merchandise from a remote location;

providing an on-line shopping store server coupled to the plurality of computers of the on-line shopping store and the at least one home computer for hosting an on-line shopping store web site;

purchasing an on-line store shopping card for purchasing items from the on-line retailers wherein the on-line shopping card is a prepaid card having an assigned monetary value and identification number, individuals using the on-line store shopping card being able to return the on-line store shopping card for cash on unused credit after shopping at the store;

selecting goods and items to purchase;

entering the identification number of the on-line store shopping card;

verification of the identification number and funds remaining on the on-line store shopping card; and

entering a delivery location of the goods and items purchased if delivery is not to the store when the identification number and funds are verified.

18 (Original). The method of Claim 17 further comprising the step of assigning a Personal Identification Number (PIN) to the on-line store shopping card.

19 (Original). The method of Claim 17 further comprising the steps of:

selecting the on-line shopping store as the delivery location;
and

calling a purchaser when the goods and items purchased have arrived at the on-line shopping store.

20 (Currently Amended). A system for secure and private on-line shopping comprising, in combination:

an on-line shopping store server for hosting an on-line shopping store web site;

a plurality of computers coupled to the on-line shopping store server for browsing the on-line shopping store web site;

a store housing the plurality of computers, wherein individuals can order merchandise on the plurality of computers coupled to the on-line shopping store server for browsing the on-line shopping store web site and have the merchandise delivered to the store for pick-up, one can enter alternative delivery locations for the merchandise on one of the plurality of computers if desired;

at least one home computer coupled to the on-line shopping store server for accessing on-line retailers from a remote location;

an on-line store shopping card for purchasing items from the on-line shopping store server by individuals using the plurality of computers at the store and remotely at the at least one home computer, wherein the on-line store shopping card is a pre-paid card having an assigned monetary value, individuals using the on-line store shopping card being able to return the on-line store shopping card for cash on unused credit after shopping at the store, the on-line shopping card having an identification number

which is used when purchasing goods from the on-line shopping store server;

a shopping card server coupled to the on-line shopping store server for verifying authenticity and monetary value of the on-line store shopping card, for crediting and debiting the monetary value of the on-line store shopping card, and for transferring payments to and from a user of the on-line store shopping card and the on-line retailers;

an outside server coupled to the on-line shopping store server and the on-line shopping card server for accessing web sites that are not located on the on-line shopping store server.

21 (Cancelled).

22 (Previously Presented). A system for secure and private on-line shopping in accordance with Claim 20 wherein the on-line retailers are formed into a single network of sites and are hosted on the on-line shopping store server.

23 (Previously Presented). A system for secure and private on-line shopping in accordance with Claim 20 wherein the on-line shopping server host a home web page having hyperlinks to the on-line retailers.